

Big Broadcasting Inc.
KOKO-FM 94.3
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City of License: Kerman CA
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ISSUES & PROGRAMS LIST

April 2015/ May 2015/June 2015

The following are free public service announcements aired on KOKO-FM

All issues addressed in the post mentioned lists were brought to the station's attention via community surveys taken throughout the year within our city of license (Kerman CA), and in the surrounding communities. The notable concerns and ISSUES are as follows:

- 1. Crime**
- 2. Gangs**
- 3. Violence**
- 4. Drugs/Alcohol**
- 5. Health Care**
- 6. Community Issues/Involvement**
- 7. The Youth (teenagers, young children, etc.) & their futures.**
- 8. Education**
- 9. Economy/Jobs/Foreclosure**
- 10. General Safety**

The following list contains *general* PROGRAMS/SPOTS aired to address some of the ISSUES previously mentioned (appealing to a broader audience, beyond our city of license):

- I. EDUCATION**
 - **California Health Collaborative – Diabetes Self-Management Classes**
- II. HEALTH**
 - **AD Council – Autism Awareness**
 - **AD Council – High Blood Pressure**
 - **AD Council – Stroke Awareness**
 - **AD Council – Women's Heart Disease**
 - **AD Council – Enrollment In Health Insurance**
- III. SAFETY/DRUGS & ALCOHOL**
 - **CA Office of Traffic Safety – Distracted Driving Month**
 - **Feed My Sheep Ministries – Say No To Drugs...Get Your Education...**
 - **AD Council – Texting & Driving Prevention**
 - **AD Council – Child Passenger Safety**
 - **AD Council – Seat Belt Safety**
 - **AD Council – Buzzed Driving Prevention**
 - **AD Council – Safe Firearms Storage**

IV. COMMUNITY ISSUES/ INVOLVEMENT/EVENTS

- City of Kerman – Kerman Cooling Centers
- AD Council – Discovering Nature
- AD Council – Recycling
- AD Council – Bullying Prevention
- AD Council – Fatherhood Involvement
- AD Council – Shelter Pet Adoption

The following list contains *specific* PROGRAMS/SPOTS aired to address the ISSUES previously mentioned (appealing to the specific communities within our city of license, Kerman CA):

I. COMMUNITY EVENTS

- City of Kerman – Kerman Teen Scavenger Hunt
- Kerman Chamber of Commerce – Kerman Almond Festival
- Kerman Chamber of Commerce – Festival of the American Spirits Firework Show

Contacts: Linda Geringer, Kerman Chamber of Commerce (559) 846-6343
Theresa Johnson, City of Kerman, Parks & Recreation (559) 846-9383
Philip Gallegos, City of Kerman, Community Services Director (559) 846-9328
Jeanna Burdine-Slaven, City of Kerman, Senior Center Events Coordinator (559) 846-9329
Bruce Hood, Feed My Sheep Ministries (559) 978-5469

Issue – Being that the City of Kerman is a small town, many listeners complain that there is nothing to do within the city. There's also a lack of community togetherness and the Youth need healthy outlets. Furthermore, as a station we want to draw attention to Kerman's local parks, communities, services, community groups, and businesses.

City of Kerman; Recreation & Community Services: **Kerman Teen Scavenger Hunt**

Forty - Four (44) Forty – Five Second Public Service Announcements Aired: 03/26/15 – 04/17/15
(Monday – Sunday 7PM – 12AM)

KOKO 94 community update from the Kerman Youth Committee about the Scavenger Hunt. Here's Andie to give the details. The S.E.A.R.C.H. is a city wide scavenger hunt and a after party at Kerckhoff Park in Kerman on April 18th. Pre-registration is required for those wanting to participate. It is open for 12 – 20 years old and first place is a \$250 scholarship. You can register with Theresa Johnson at 559-846-9383. The scavenger hunt will be from 10am – 12pm and after party from 12pm – 4pm. This is a free event, so bring the entire family, eat some free food and learn about existing organizations in Kerman. This has been a community update brought to you by KOKO 94 The Valley's Greatest Hits.

City of Kerman; Recreation & Community Services: **First Annual Kerman Almond Festival**

Eighty – Nine (89) One Minute Forty – Five Second Public Service Announcements Aired: 04/17/15 – 05/08/15
(Monday – Sunday 7PM - 12AM)

Community update. The City of Kerman is please to announce a new tradition celebrating the heart of our Agriculture. The First Annual Kerman Almond Festival will be held Saturday, May 9th, 2015 from 9:00am to 3:00pm. It will be held at Kerckhoff Park, located at 15061 W. "G" Street. This a FREE family event.

The event will kick off with a Benefit Run/Walk at 9am and funds raised will go towards an Agriculture Scholarship. All family members are invited join in the fun! Every participant will receive an Almond Festival T-Shirt. Please be sure to register by April 17th as the prices will go up.

Following the Run/Walk, the Festival will begin at 11:00am. There will be lots of activities for everyone to enjoy. There will be live entertainment, a variety of food vendors, farmers market & an Almond Baking contest, Kids zone with bounce houses, an Agricultural-Related Photo Competition, Wine Tasting, Arts & Crafts and much more! While enjoying all the festivities, cruise on by the Car Show and check out all of the cars on display. Prizes for the People's Choice Awards will be given to the best cars. Entry fee for the Car Show is FREE. Register your car now, contact Arlene or Theresa for a flyer, space is limited. And it's not too late to become a vendor, have an information booth or selling farm fresh produce; we will be taking food vendor registration until April 17th. All other booths are due by May 5th. This will be a great way to get your arts, crafts, produce/fruits/nut products, informational booths, foods and desserts to many festival-goers.

We look forward to seeing many of you at the First Annual Kerman Almond Festival. Please feel free to contact Theresa at 559-846-9383 or Arlene at 559-846-9324 if you have any questions or would like to register for any of these great events. Community update on KOKO 94 The Valley's Greatest Hits.

City of Kerman; Recreation & Community Services: **First Annual Kerman Almond Festival**

Forty - Five (45) LIVE Public Service Announcements Aired: 04/17/15 – 05/08/15
(Monday – Friday 6AM – 7PM)

The First Annual Kerman Almond Festival Benefit Run/Walk & Car Show will be at Kerckhoff Park in Kerman on Saturday, May 9th. The Run/Walk will begin at 9am with the festival following at 11am until 3pm. There will be live entertainment, a variety of food vendors, farmers market & an Almond Baking contest, Kids zone, an Agricultural-Related Photo Competition, Wine Tasting, Arts & Crafts and much more! The admission is free, so head out to the First Annual Kerman Almond Festival.

City of Kerman; Chamber of Commerce: **Festival of the American Spirits Firework Show**

Ninety - Three (93) One Minute Public Service Announcements Aired: 06/02/15 – 06/30/15
(Monday – Sunday 6AM – 12AM)

I'm Linda Geringer with the Kerman Chamber of Commerce, inviting you to join us in Kerman for the Festival of the American Spirits Firework Show on Friday, July 3rd at the Kerman High School Stadium. This year the gate entrance is located on Middleton Avenue off of 1st Street. Once again we're going to have the Riverdale Youth Choir performing a musical patriotic performance. Admission is \$5 for adults and \$3 for children ages 4 – 10. You can save \$1 per ticket by pre-purchasing your admission ticket. Gates open at 6pm, fireworks at dusk. I hope you will join us in Kerman on July 3rd for a wonderful family event, good food and dazzling firework show. For more information, contact the Kerman Chamber 846-6343 or go to the Kerman Chamber website, kermanchamber.org. The Kerman Chamber of Commerce thanks KOKO 94 the Valley's Greatest Hits for promoting the Festival of the American Spirits Firework Show.

City of Kerman; Chamber of Commerce: **Festival of the American Spirits Firework Show**

Eighty (80) One Minute Fifty - Two Second Public Service Announcements Aired: 06/02/15 – 06/30/15
(Monday – Sunday 6AM – 12AM)

I'm Linda Geringer with the Kerman Chamber of Commerce, inviting you to join us in Kerman for the Festival of the American Spirits Firework Show on Friday, July 3rd at the Kerman High School Stadium. This year the gate entrance is located on Middleton Avenue off of 1st Street. Once again we're going to have the Riverdale Youth Choir performing a musical patriotic performance recognizing our veterans and service men in all branches of service. Other entertainment includes DJ Dave, the Kerman Community Band and activities for the

children which includes a kiddy train ride, bounce house, slide, obstacle course and pony rides. There'll be a variety of food vendors, shaved ice, fresh fruit smoothies and dessert as well as miscellaneous vendors of crafts, jewelry and more. Admission is \$5 for adults and \$3 for children ages 4 – 10. You can save \$1 per ticket by pre-purchasing your admission ticket at the following Kerman businesses; Valley Food Supercenter, West America Bank, Reno's Place & Grill, Sebastian Garcia's Supermarket, Blue Turtle Express and the Kerman Chamber of Commerce. Gates open at 6pm, and remember the entrance is located off 1st Street on Middleton Avenue, fireworks at dusk. We encourage you to bring lawn chairs and blankets. No ice chests are allowed inside the gates. I hope you will join us in Kerman on July 3rd for a wonderful family event, good food and dazzling firework show. For more information, contact the Kerman Chamber 846-6343 or go to the Kerman Chamber website, kermanchamber.org. The Kerman Chamber of Commerce thanks KOKO 94 the Valley's Greatest Hits for promoting the Kerman Festival of the American Spirits Firework Show.

The following list contains *general* PROGRAMS/SPOTS aired to address the ISSUES for a broader audience, with a more generalized message, within cities and townships surrounding the city of Kerman:

**Ad Council contact: Sarah Kayson, Managing Director - 600 Battery St. SF, CA 94111, 415-626-3532*
www.adcouncil.org

I. EDUCATION

Issue – Diabetes has reached epidemic proportion in the state of California as the Golden State has the highest population of diabetics than any other state in the nation. The prevalence of diabetes is significantly higher in the Central Valley compared to other regions in the state. The death rate attributed to diabetes is higher in Fresno County than the rate of the entire state.

California Health Collaborative:

Diabetes Self – Management Classes

Ninety – Seven (97) One Minute Six Second Public Service Announcements Aired: 06/09/15 – 06/30/15
(Monday – Sunday 6AM – 12AM)

Hello this is Rosendo Iniguez with the Diabetes Education Program of the California Health Collaborative. I know from personal experience that diabetes can be stressful and difficult to manage. That is why the Diabetes Education Program is providing free diabetes self-management classes throughout the community. Our next classes will be every Thursday beginning on July 9th through August 13th at the Kerman Senior Center located at 720 S. 8th Street in the city of Kerman. For more information, please call us at 559-244-4538. The classes will be from 12 – 1pm and will include great information as well as free giveaways including blood sugar monitor vouchers, exercise bands and raffle prizes. The classes are completely free so join us. Again for more information, please call us at 559-244-4538. The classes will begin July 9th at the Kerman Senior Center located at 720 S. 8th Street from 12 – 1pm. To register please call us at 559-244-4538. Also, check us out on Facebook by searching Diabetes Education Program and looking for the D.E.P. logo. We hope to see you in Kerman.

California Health Collaborative:

Diabetes Self – Management Classes

Twenty – Nine (29) LIVE Public Service Announcements Aired: 06/04/15 – 06/26/15
(Monday – Friday 6AM – 7PM)

The City of Kerman and the Diabetes Education Program is offering free diabetes self-management classes. Every Thursday from July 9th through August 13th at the Kerman Senior Center located at 720 S. 8th Street in Kerman. The classes will be from 12 – 1pm. For more information, please call 559-244-4538 or give us a call here at the KOKO 94 studios at 559-229-56-56.

II. HEALTH

Issue – Autism is the fastest-growing serious developmental disorder in the United States. Today, one in 68 children is diagnosed with an autism spectrum disorder, a 33 percent increase in the last two years. Research shows that many parents of young children have very little knowledge about autism and are not seeking help soon enough.

AD Council: **Autism Awareness/Tommy Hilfiger**

Twenty – Three (23) Thirty Second Public Service Announcements Aired: 04/03/15 – 04/30/15
(Monday – Sunday 7PM – 12AM)

In the small town of Elmira, New York, a boy was born into an all American family. The odds of him achieving his dream in the fashion industry: 1 in 23 million. The odds of having a child diagnosed with Autism: 1 in 68. I am Tommy Hilfiger and my family is affected by Autism. Learn more at autismspeaks.org/signs. Brought to you by Autism Speaks and the Ad Council.

AD Council: **Autism Awareness/Smiles**

Twenty – Three (23) One Minute Public Service Announcements Aired: 04/03/15 – 04/30/15
(Monday – Sunday 7PM – 12AM)

Peek-a-boo! Peek-a-boo, smile. Smile buddy. Come on smile. Honey, he's still not smiling. Maybe he's not a smiler. Yeah. Maybe he's just not a happy baby. Maybe he's just being a boy, you know how boys are. Or maybe he's teething. Oh, poor baby. I think his gums hurt. Maybe he's just tired. Or maybe his tummy hurts. He didn't eat that much. Maybe he's not ticklish. You think, maybe he's scared of the dog. Maybe he'll outgrow it. Maybe it's a phase. Maybe he just doesn't like smiling. Maybe he has Autism and we can definitely do something to help. Maybe is all you need to finding out more about Autism. No big joyful smile by 6 months is one early sign. Learn the others at autismspeaks.org/signs or see a doctor today for an Autism screening. The sooner it's diagnosed the better and it can make a lifetime of difference. Brought to you by Autism Speaks and the Ad Council.

AD Council: **High Blood Pressure/Leaving**

Twenty (20) Thirty Second Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

Dear John, I'm leaving. Uncontrolled high blood pressure is serious and I can quit whenever I want. Why can't we get back to when you checked on me? I don't want to leave, but remember, when I quit, you quit. Sincerely, your heart. Listen clearly to your heart, don't let it quit on you. High blood pressure can lead to a stroke, heart attack or death. Get yours to a healthy range today. Find out how at heart.org/bloodpressure. A message from the American Heart Association, the American Stroke Association and the Ad Council.

AD Council: **High Blood Pressure/Quitting**

Sixteen (16) One Minute Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

Pst! Yeah you, it's me your heart. Listen to me, we've got to talk. High blood pressure is serious and yours, whoa. What happened to us? We used to be so much more active. But, lately you've been ignoring me. I know you think I'm just going to be ticking away forever, but you're wrong. You can do so much more to control your high blood pressure. Doing the minimum isn't doing enough. I'm under a lot of pressure and can quit

whenever I want, I betcha didn't know that. But I like my job, just treat me better. Check on me, give me something green to nibble on every once and awhile and maybe we can do some exercise on occasion. Let's get to it; after all we're in this together. Listen to your heart, don't let it quit on you. High blood pressure can lead to a stroke, heart attack or death. Get your blood pressure to a healthy range before it's too late. Find out how at heart.org/bloodpressure. Check, change, control. A message from the American Heart Association, the American Stroke Association and the Ad Council.

AD Council: **Stroke Awareness/Party**

Twenty – One (21) Thirty Second Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

How's it going? I'm having a stroke. Are you going to shake my hand? I'm having a stroke. Wow, you're not even moving your arm. I'm having a stroke. When someone's having a stroke, they may not be able to say it with words, but their body language will tell you loud and clear. Look for F.A.S.T. F: face drooping. A: arm weakness. S: speech difficulty. T: time to call 911 immediately. Know the sudden signs, spot a stroke fast. Visit strokeassociation.org. Brought to you by the American Stroke Association and the Ad Council.

AD Council: **Stroke Awareness/When I Was 6**

Nineteen (19) One Minute Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

I'm Paul George of the Indian Pacers. When I was 6 I had one thing on my mind. When I was 6 my days were spent playing basketball every chance I could. When I was 6 my dream was to make it to the NBA. When I was 6 my mom had a stroke. So, I want you to learn the signs of a stroke fast. F.A.S.T. F: face drooping. A: arm weakness. S: speech difficulty. T: time to call 911. Because the sooner they get to the hospital, the sooner they'll get treatment. And that can make a remarkable difference in their recovery. I'm Paul George, protect the ones you love. Spot a stroke F.A.S.T. fast. Life is why. Visit strokeassociation.org. Brought to you by the American Stroke Association and the Ad Council.

AD Council: **Stroke Awareness/Breaking News**

Twenty – Three (23) Thirty Second Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

Women now make up 37% of the workforce, changing their role forever. Harvard Medical School has now opened its doors to new female advocates. The first woman is now in space. The majority of last year's doctorates degrees were earned by women. We've come so far, but our news is changing for the worse. More women die from heart disease and stroke than men, even though it can be prevented. Make a change at goredforwomen.org today. Brought to you by the Ad Council and the American Heart Association's go red for women.

AD Council: **Stroke Awareness/Breaking News**

Twenty – Two (22) One Minute Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

This is the news. This morning we are saluting the 2.2 million women who have joined in the war effort. They now make up 37% of the workforce, changing their role forever. The prestige's Hall Medical School is breaking ground today opening its doors to new female applicants. Today little girls all over the world are looking toward the sky where the first woman is now in space. Military stereotypes are challenged today with the trailblazing

promotion of U.S. female officer to 4 stars general. It was just announced that the vast majority of last year's doctorates degrees were earned by women. We've come so far, but our news is changing for the worse. More women die from heart disease and stroke than men, even though it can be prevented. Make a change at goredforwomen.org today. Brought to you by the Ad Council and the American Heart Association's go red for women.

Issue – 41 million people in the United States were uninsured at the launch of this campaign. They exposed themselves and their families to significant financial risks in case of medical issues, accidents and emergencies.

AD Council: **Enrollment in Health Insurance/Take Care People**

Twenty – Five (25) Thirty Second Public Service Announcements Aired: 06/02/15 – 06/30/15
(Monday – Sunday 7PM – 12AM)

We're your pets and this song is dedicated to those people who don't have health insurance yet. Pets start singing. Enroll we say. We want you to be okay. Enroll we say. Take care people for goodness sake. Health insurance is now affordable. It covers prescriptions, hospitalizations, and preventative care. Visit GetCoveredAmerica.org to learn more. And take care people. Brought to you by Get Covered America and the Ad Council.

III. SAFETY/DRUGS & ALCOHOL

Issue – Eighty percent of vehicle crashes involve some sort of driver inattention. Though distracted driving has long been an issue, the popularity of cell phones and social media in recent years has greatly increased the risk and is now the number one source of driver inattention. Using a cell phone reduces the amount of brain activity associated with driving by 37 percent and delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. Text messaging while driving is not only illegal, but it creates a crash risk 23 times worse than driving while not distracted.

CA Office of Traffic Safety: **Distracted Driving Month**

Twenty – Four (24) Fifteen Second Public Service Announcements Aired: 04/03/15 – 04/30/15
(Monday – Sunday 7PM – 12AM)

If you're driving, texting, checking Facebook or returning emails. And we catch you; you will get a ticket if you don't kill yourself first. It's not worth it. A message from the California Highway Patrol and the California Office of Traffic Safety.

CA Office of Traffic Safety: **Distracted Driving Month**

Twenty – Four (24) Thirty Second Public Service Announcements Aired: 04/03/15 – 04/30/15
(Monday – Sunday 7PM – 12AM)

Of course I talk to the kids about cell phone use while they're driving. I tell them not to call their friends and never, never text anyone. That's smart. Do you think they listen? They're good kids, I think I made it clear they could get hurt or worse if they take their eyes off the road even for a second. They understand we have rules and their dad and I expect them to follow those rules. Oh! This is important. Excuse me while I answer this text. Show your teen how to be a responsible driver by being one yourself. Texting while driving, it's not worth it. A message from the California Highway Patrol and the California Office of Traffic Safety.

Feed My Sheep Ministries: **Say No to Drugs...Get Your Education...**

Eighteen (18) LIVE Public Service Announcements Aired: 05/28/15 – 05/29/15
(Monday – Friday 6AM – 7PM)

Feed My Sheep Ministries presents its 3rd Annual Say No to Drugs...Get Your Education...Car & Bike Show. The entry fee is \$10. There will be free food & drinks, bicycle repairs, carnival, and games. It will be held Saturday, May 30 at the Fresno City College McKinley parking lot and will start at 10am. Call Pastor Bruce for more information at 559-978-5469.

Issue – One Million people chat and text while driving every day. People feel pressure to remain constantly in contact, even if it's behind the wheel. Drivers do not realize the dangers that are posed when they take their eyes off of the road and their hands off the wheel and also take their focus away from driving.

AD Council: **Texting & Driving Prevention/Driving Sounds**

Twenty – Four (24) Thirty Second Public Service Announcements Aired: 04/03/15 – 04/30/15
(Monday – Sunday 7PM – 12AM)

Did you just look down at your phone? You did it again didn't you? You know you're flying down the road in a three ton hunk of steel. And the text takes your eyes off the road for an average of five seconds. At 55MPH that's long enough to travel the length of a football field and cause some serious damage. Turn it off, trust me. Whatever it is, you'll live. Learn more at stoptextstopwrecks.org. Brought to you by the AD Council and the National Highway Traffic Safety Administration (NHTSA).

AD Council: **Texting & Driving Prevention/Fact**

Twenty – Four (24) Fifteen Second Public Service Announcements Aired: 04/03/15 – 04/30/15
(Monday – Sunday 7PM – 12AM)

At highway speeds, the average text takes your eyes off the road for about five seconds. That's enough time to travel the length of a football field. StopTextsStopWrecks.org. Brought to you by the National Highway Traffic Safety Administration (NHTSA) and the Ad Council.

AD Council: **Child Passenger Safety/Know It All Test**

Twenty – Two (22) Thirty Second Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

This is a test to find out if you know it when it comes to children. Name one of the leading killers of U.S. children age 1 – 13. What's the best to protect children in a car crash? At what age and size should a child stop using a booster seat? Don't assume you know it all when it comes to car seats for you child. Go to safercar.gov/therightseat and know for sure. Brought to you by the National Highway Traffic Safety Administration (NHTSA) and the Ad Council.

AD Council: **Child Passenger Safety/Baseball**

Twenty – Six (26) One Minute Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

Go Caleb. Come on hit a homer Jesse! Let's go guys! Hey! Did you guys know that kids who play sports earn more money when they grow up? Of course I knew that. Hey! Did you guys know kids that read books have a

bigger vocabulary? Oh yeah, absolutely. Wow, jinx. Did you guys know that friendly children have more friends? Uh huh. Oh yeah, yeah. That's true, I knew that. Did you guys know that winter babies are better at music? Everyone knows that. Oh yeah? That's pretty obvious. Oh, hey guys did you know that most people think they're using the right car seat for their kid, but they're not? Huh? I didn't know that. I'm pretty sure I knew that. I'm pretty sure you didn't. Parents who really know it all know for sure that their child is for sure in the right car seat at the right age and size. Visit safercar.gov/therightseat to make sure your child is protected. Brought to you by the National Highway Traffic Safety Administration (NHTSA) and the Ad Council.

AD Council: **Seat Belt Safety/Inside the Mind of a 10 Year Old**

Twenty – Two (22) Thirty Second Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

Let's go inside the mind of a 10 year old. I should have worn earrings today. Buckle up Sarah. McKayla's got like the best earrings. Sarah, buckle up. I wish my name was McKayla. We're not hitting the road until you buckle up honey. Oh yeah, seatbelt. I wonder if there's pizza at school today. It can be tough getting through to kids, but it's your job to make sure they're wearing their seatbelts. Never give up until they buckle up. A message from the National Highway Traffic Safety Administration (NHTSA) and the Ad Council. Visit safercar.gov/kidsbuckleup for more information.

AD Council: **Seat Belt Safety/Battlefield**

Nineteen (19) One Minute Public Service Announcements Aired: 05/05/15 – 05/31/15
(Monday – Sunday 7PM – 12AM)

They'll challenge your authority. They'll try to break your will. They'll push you to the edge of your sanity because that's what kids do. But this car is your territory, not theirs. Defend it. Who makes the payments? Who cleans it? Who drives it? You do, that's who and in here your word is law. So, when you say you won't move until everyone's buckled up. You won't budge an inch. Until you hear that click. Never give up until they buckle up. A message from the National Highway Traffic Safety Administration (NHTSA) and the Ad Council. For more information visit safercar.gov/kidsbuckleup.

Issue – In 2012, deaths in crashes involving drunk drivers with a blood alcohol concentration (BAC) of .08+ numbered 10,322—that's one every 51 minutes. Though the drunk-driving prevention campaign has been very successful, research showed that many people thought the message to be targeted at overly drunk drivers and not them. When decision time came, they would consider themselves merely “buzzed” and get behind the wheel.

AD Council: **Buzzed Driving Prevention/Online Dating**

Twenty – Six (26) Thirty Second Public Service Announcements Aired: 06/02/15 – 06/30/15
(Monday – Sunday 7PM – 12AM)

If you're a single man under the age of 35 you probably want to know what the ladies are looking for on an online dating site. A guy who had a few drinks and later got pulled over for buzzed driving. See, that can cost you around \$10,000 in fines, legal fees and increased insurance rates and doesn't a guy whose back living with his parents, but calls them my roommates just scream mister right. Buzzed, busted and broke. Because buzzed driving is drunk driving. Brought to you by the National Highway Traffic Safety Administration (NHTSA) and the AD Council.

AD Council:

Buzzed Driving Prevention/Attention Men

Twenty – Two (22) One Minute Public Service Announcements Aired: 03/04/15 – 03/30/15
(Monday – Sunday 6AM – 12AM)

Attention men under the age of 35. You know what really impresses the ladies? When a guy has a few drinks and later gets pulled over for buzzed driving. That can cost you around \$10,000 in fines, legal fees and increased insurance rates. There goes let's grab dinner and movie. Oh I know you drive more carefully when you're buzzed. You've proven that hundreds of times. A woman admires that kind of confidence and you've practiced how to speak if a cop does pull you over. Slowly, clearly and politely like: good evening officer. A woman admires that kind of foresight. And what woman doesn't find it adorable that you call it buzzed even though the law calls it drunk. You can kiss \$10,000 goodbye along with any chance of having a girlfriend. Because nothing says I'm a catch more than a guy who lives in his parent's basement and calls it my place. Buzzed, busted and broke. Because buzzed driving is drunk driving. A message from the National Highway Traffic Safety Administration (NHTSA) and the AD Council.

AD Council:

Safe Firearms Storage/Heard On The News

Twenty – Four (24) Thirty Second Public Service Announcements Aired: 06/02/15 – 06/30/15
(Monday – Sunday 7PM – 12AM)

If you own a gun, you have a fulltime responsibility. When you aren't using make sure it can't get in the hands of curious children, troubled teenagers, a thief, or anyone else who might misuse it. Your family, friends and neighbors are all counting on you. Remember, always lock it up. For more information on firearms storage safety, visit ncpc.org. This message brought to you by the National Crime Prevention Counsel, the Bureau of Justice Assistance and the Ad Council.

AD Council:

Safe Firearms Storage/Heard On The News

Twenty – Four (24) One Minute Public Service Announcements Aired: 06/02/15 – 06/30/15
(Monday – Sunday 7PM – 12AM)

I heard on the news about that 5 year old who found his uncle's gun. The kid didn't know it was loaded. I heard on the news about that 14 year old girl who was bullied online for like year. She couldn't take it anymore, so she got her dad's gun from the nightstand. I heard on the news about that guy who broke into someone's house, stole a gun from the hall closet. He accidentally shot his cousin in the head. She killed herself. And later killed the owner of the store he was trying to rob. If you own a gun, you have a fulltime responsibility. When you aren't using it be sure it can't get into the hands of curious children, troubled teenagers, a thief, or anyone else who might misuse it. Your family, friends and neighbors are all counting on you. Remember, always lock it up. For more information on firearms storage safety, visit ncpc.org. This message brought to you by the National Crime Prevention Counsel, the Bureau of Justice Assistance and the Ad Council.

IV. COMMUNITY ISSUES/INVOLVEMENT/EVENTS

Issue – KOKO 94 is taking a stand as a station to let Kerman, our city of license, and other surrounding cities aware of community issues, involvement and events.

**Kerman Cooling Centers contact: City of Kerman – 850 S. Madera Ave. Kerman, CA 93630;
(559) 846-9384 www.cityofkerman.net*

City of Kerman:

Cooling Centers

Thirty – Three (33) Thirty Second Public Service Announcements Aired: 06/23/2015 – 06/30/2015
(Monday – Sunday 6AM – 12AM)

Attention Kerman City residents, cooling centers will open for the summer when the heat is predicated to reach 110 degrees or higher for two or more days. Cooling centers in Kerman are as follows: the Scout Hut in Kirchhoff Park, Senior Center at 720 8th St. and the Kerman Branch Library at 15081 W. Kearney Blvd.

AD Council:

Discovering Nature/Only In the Forest

Nineteen (19) Thirty Second Public Service Announcements Aired: 05/06/2015 – 05/31/2015
(Monday – Sunday 7PM – 12AM)

Only in the forest can you see this. Owl hoots. But nothing beats the moment you see that. Cool! That's your child's eyes opening up to a world of possibilities. There are some moments only the forest can inspire. Find yours at discovertheforest.org. Learn about forests near you and discover cool things to do when you go and you might just see this. Visit discovertheforest.org. Brought to you by the U.S. Forest Service and the Ad Council.

AD Council:

Discovering Nature/Redwoods

Twenty (20) One Minute Public Service Announcements Aired: 05/05/2015 – 05/31/2015
(Monday – Sunday 7PM – 12AM)

Dad! Come on! Over here! Look at this dad! Whoa! The moment my son saw a Redwood tree. It's huge! Is the moment that I knew for him... You can't even see the top of that thing. Even the sky has no limit. There are some moments only the forest can inspire. Find yours at discovertheforest.org. Learn about forests near you and discover cool things to do when you go like hiking, biking, fishing or camping. Or do your own thing when you get there with family and friends. Your moment is out there, find it at discovertheforest.org. That's discover the forest dot org. Brought to you by the U.S. Forest Service and the Ad Council.

AD Council:

Recycling/I Want To Be

Nineteen (19) Thirty Second Public Service Announcements Aired: 05/05/2015 – 05/31/2015
(Monday – Sunday 7PM – 12AM)

When I grow up I want to be a new pair of blue jeans. When I grow up I want to be a kid's first computer. I want to be a warm place on a cold day. Football stadium. A bike that races around the country. I want to be a bench on a forest trail. When I grow up I don't want to be a piece of garbage and if you recycle me I won't be. Give your garbage another life. Recycle. Learn how at iwanttoberecycled.org. Brought to you by keep America Beautiful and the Ad Council.

AD Council:

Recycling/I Want To Be

Twenty – Four (24) One Minute Public Service Announcements Aired: 05/05/2015 – 05/31/2015
(Monday – Sunday 7PM – 12AM)

When I grow up I want to be a new pair of blue jeans. When I grow up I want to be a kid's first computer. When I grow up I want to be a new glass counter top in a new home. When I grow up I want to be a kid's best birthday present. When I grow up I want to be a football stadium. When I grow up I want to be a warm place on a cold day. I want to be a fancy back splash. When I grow up I want to be a bike that races around the country. When I grow up I want to be a bench on a forest trail. When I grow up I want a rocking chair on a sunny porch.

When I grow up I want to be a skyscraper. When I grow up I want to be... I want to be... I want to be...want to be... When I grow up I don't want to be a piece of garbage and if you recycle me I won't be. Give your garbage another life. Recycle. Learn how at iwanttoberecycled.org. A public service announcement brought to you by keep America Beautiful and the Ad Council.

Issue – Bullying statistics are staggering, more than 80% of high school students in the U.S. reporting that they witness bullying at least once a week. Statistics also show that nearly 13 million—more than 1 in 4 children—experience some form of bullying per year. Whether, it is as the bully, bullied and /or both. Bullying is growing concern for parents, but research has shown that if the parent talks to their children about bullying, their children are more likely to take actions against bullying.

AD Council: **Bullying Prevention/Learning**

Twenty – Seven (27) One Minute Public Service Announcements Aired: 06/02/2015 – 06/30/2015
(Monday – Sunday 7PM – 12AM)

Today in school I learned a lot. In chemistry I learned that no one likes me. In English I learned that I'm disgusting and in Physics I learned that I'm a loser. Today in school I learned that I'm ugly and I'm useless. And in gym I learned that I'm pathetic and a joke. In History I learned that I'm trash. Today in school I learned that I have no friends. In English I learned that I make people sick. And at lunch I learned that I sit on my own because I smell. In chemistry I learned that nobody likes me. In Biology I learned that I'm fat and stupid. And in math I learned that I'm trash. The only thing I didn't learn in school today...The only thing I didn't learn today...The only thing I didn't learn is why no one ever helps. Kids witness bullying every day, they want to help, but they don't know how. Teach them how to stop bullying and be more than a bystander at stopbullying.gov. A message from the AD Council.

Ad Council: **Fatherhood Involvement/Guy's Night Out**

Twenty – Five (25) Thirty Second Public Service Announcements Aired: 06/02/2015 – 06/30/2015
(Monday – Sunday 7PM – 12AM)

Man do I love card night. You ready boys? You got a king? Go fish dad. Awe, come on. This is WWE Superstar Titus O'Neill. The smallest moment can have the biggest impact on a child's life. Take time to be a dad today. Learn more at 877-4DAD-411 or visit fatherhood.gov. Brought to you by U.S. Department of Health and Human Services and the Ad Council.

Ad Council: **Fatherhood Involvement/Tea Pot**

Twenty – Two (22) Thirty Second Public Service Announcements Aired: 06/02/2015 – 06/30/2015
(Monday – Sunday 7PM – 12AM)

I'm a little tea pot short and stout. Here is my handle and here is my spout. No dad, like this. When I get all steamed up then I shout. Tip me over and pour me out. This is WWE Superstar Roman Reigns. The smallest moment can have the biggest impact on a child's life. Take time to be a dad today. Visit fatherhood.gov. Brought to you by U.S. Department of Health and Human Services and the Ad Council.

Ad Council: **Shelter Pet Adoption – Feather/Cat**

Twenty – Four (24) Thirty Second Public Service Announcements Aired: 06/02/2015 – 06/30/2015
(Monday – Sunday 7PM – 12AM)

“Me, a cat, moving in with a new human. She likes to play these strange games; like this feather. She sticks in my face and I swat it away. It’s like she thinks I enjoy it, but seeing how much she likes it, makes it worthwhile. Humans.” A person is the best thing that can happen to a shelter pet. Be that person, adopt!

Ad Council:

Shelter Pet Adoption – Best In Show for Cat

Twenty – Three (23) One Minute Public Service Announcements Aired: 06/02/2015 – 06/30/2015
(Monday – Sunday 7PM – 12AM)

A commentator’s voice comes on and welcomes back the audience to the dog show. He introduces a cat whom is a member of the shelter pet group, a group who is known for their sun spot sleeping, ball chasing, leg rubbing, couch purring, bed leaping and of course their companionship. The commentators go on to talk about the type of breed the cat is and the color of his coat. The best way to know an amazing shelter pet is to meet one. Visit the shelter pet project dot org today. Adopt!

For Public Service contracts, sales orders, and transcripts please refer to the FCC 4th Quarter 2014 Public Service File, located in the Public File at the KOKO – FM/94.3, Big Broadcasting Inc. office during business hours.

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